

HOW BUSINESSES CAN OPEN SAFETY

Beauty Salons



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Mel & Enid Zuckerman
College of Public Health



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Agenda

- **Best practices and reopening procedures for small business (beauty salons).**
- **How to return to work.**
- **Guidelines and other topics.**



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Are you ready to reopen?



U.S. Chamber of Commerce

Steps to take:

1. Gather information and best practices.
2. Prioritize safety
3. Make a plan
4. Communicate
5. Execute
6. Be ready to adapt to any obstacles.
7. Respond and pivot your strategy accordingly.



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3 Questions to Ask Yourself Before Reopening Your Business



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1. When am I ready to reopen?

- Is there sufficient consumer demand for my products or services at this time?
- Will I take in enough revenue to meet expenses while operating at a limited capacity?



1. When am I ready to reopen?



- Do I have the personal protective equipment my employees need to stay safe (if they are in close contact with the general public and each other)?
- Does my location allow for social distancing (at least 6 feet between customers and employees)?



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2. How I can open safely?

Before opening your doors or allowing your employees to return, create a clear COVID-19 policy outlining the specific steps you will take to protect your employees and customers.

- 1. Social distancing**
- 2. Hand washing**
- 3. Disinfection/ventilation**
- 4. Personal Protective Equipment (PPE)**



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3. What should my employee policies be?

The CDC's Interim Guidance for Businesses and Employers Responding to Coronavirus Disease provides useful guidelines on implementing employee policies that support your workers while reducing the risk of spreading COVID-19 in the workplace.

1. Flexible sick leave.
2. Workplace hygiene & safety training.
3. At-risk worker support systems.



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How You Can Protect Your Staff and Others to Help Slow the Spread

Create a COVID-19 workplace health and safety plan. Start by reviewing [CDC Interim Guidance for Businesses and Employers](#)

1. Evaluate the building and its mechanical and safety systems to determine if the building is ready for occupancy.
2. Make sure the ventilation systems are operating properly.



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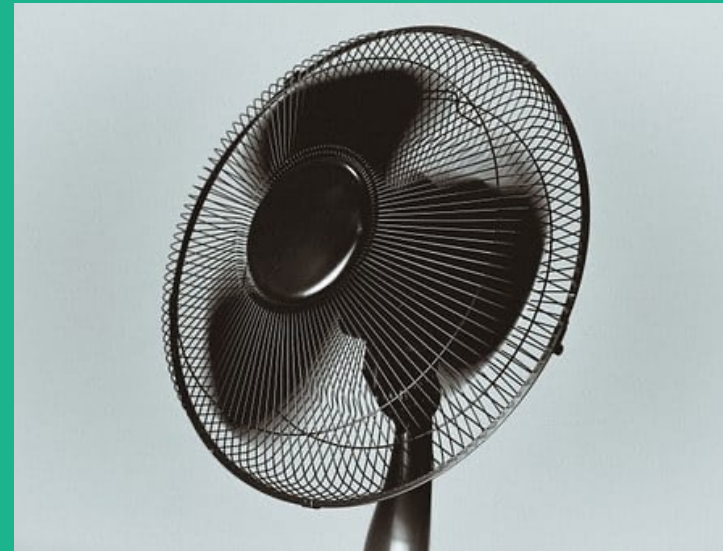
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How You Can Protect Your Staff and Others to Help Slow the Spread

1. Increase circulation of outdoor air as much as possible by opening windows and doors and using fans if possible.
2. Take steps to minimize the risk of Legionnaires' disease and other water-associated diseases.



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How to reopen your business after the COVID-19 shutdown...and stay open.

1. Assess your finances
2. Review your business model
3. Plan your staffing

SCORE  <small>FOR THE LIFE OF YOUR BUSINESS</small>	
How to Reopen Your Small Business After the Coronavirus Shutdown...and Stay Open	
<i>If you closed your brick-and-mortar business location, the following steps will help you plan the best way to reopen—and remain open—while promoting the safety of customers and employees.</i>	
✓	ASSESS YOUR FINANCES
	Estimate increased costs for retrofitting space, deep cleaning and ongoing sanitation.
	Negotiate payments with landlords, creditors, vendors and lenders.
	Look for ways to cut expenses and add new revenue streams.
	Ensure you have enough inventory, supplies and equipment, as well as backup sources in case of supply chains are interrupted.
	Ask your insurance agent about appropriate coverage to protect against lawsuits from clients or employees after reopening.
✓	REVIEW YOUR BUSINESS MODEL
	If your business pivoted during closure (for example, adding tele-appointments, ecommerce, delivery service, curbside pickup, new products or services, working remotely), decide which elements to continue, discontinue or expand.
	Decide if you will reopen in stages or all at once.
	Decide in what situations you would temporarily close again, such as a change in local health guidance or a case of COVID-19 at your business.
	Determine if you need to adjust business hours to allow for limited numbers of employees customers or provide extra time for cleaning.
	If you have multiple locations, be aware of COVID-19 related laws in each locale.
✓	PLAN YOUR STAFFING
	Limit number of employees by staggering shifts.
	Consider assigning employees in two to three teams with different schedules so teams never overlap their hours.
	Train employees on new procedures including cleaning, social distancing and health screenings as recommended by the Centers for Disease Control.
	Educate employees about COVID-19 symptoms and the need to stay home when sick.
	Cross-train employees so you have backup in place if some workers are absent.
	Develop a policy for screening employees before coming to work.
	Keep updated on the latest coronavirus-related employment laws .



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How to reopen your business after the COVID-19 shutdown...and stay open.

4. Keep the workplace clean

- Entrance/reception
- Restrooms
- Kitchen/break room
- Delivery areas

5. Monitor your finances

6. Stay informed

✓	IN DELIVERY AREAS
	Set up designated areas for supply delivery. Whenever possible, handle deliveries and pickups outside rather than letting visitors into the building.
	Post signage asking delivery drivers and vendors to comply with state and local health guidelines such as wearing PPE and maintaining social distancing.
	Reduce in-person contact during deliveries by using contactless signatures.
✓	MARKET YOUR BUSINESS
	Keep your website, Google My Business and other local search listings updated with current information and hours of operation.
	Develop a marketing plan for your grand reopening and ongoing marketing via emails, social media, chats, etc.
	Create messaging to explain how you are keeping visitors and employees safe, including messaging you can use if a customer or employee is diagnosed with COVID-19.
✓	MONITOR YOUR FINANCES
	Create financial projections including sales projections, a break-even analysis, payroll costs and cash flow statements. Use these to estimate future income, expenses and profitability in different scenarios, such as increased restrictions due to COVID-19 or full opening of the economy.
	Figure out the minimum level of sales or number of clients you need to stay open.
	Based on your financial projections, estimate whether you will need additional financing at some point. If so, investigate your options at SCORE's Small Business Resilience Resource Portal or talk to a SCORE mentor to explore different possibilities.
	To prepare for financial ups and downs, create a cash flow forecast and use it to monitor cash flow on a weekly or even daily basis.
	Regularly assess your staffing levels and be prepared to adjust as needed to meet demand.
✓	STAY INFORMED
	Keep updated on the latest COVID-19 guidelines for businesses, including industry-specific recommendations. Check for updates from the Centers for Disease Control, CDC , the SBA , state and local health departments , and visit the SCORE Small Business Resilience Hub .
	NOTES

3



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Back to Work Guidelines for Beauty Salons

Client engagement and expectations:

1. Establish proper expectations prior to the appointments.
2. Have clients
 1. Plan to come alone.
 2. Wash hair before the appointment.
 3. Wear a mask.
 4. Wait outside until the appointment time.
 5. Use electronic payment method.



Back to Work Guidelines for Beauty Salons

Reception area:

1. Remove magazines, coffee maker, water appliances for clients.
2. Clean delicate surfaces: couches, chair, etc. (water and towel).
3. Disinfect computers, phones, door handles, etc.



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Back to Work Guidelines for Beauty Salons

Reception area:

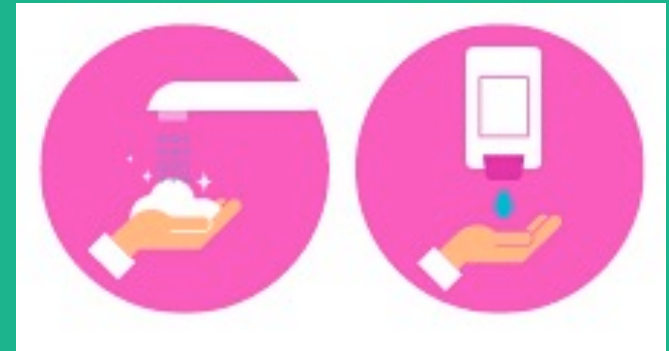
4. Clean the areas of products including shelving or display cases.
5. Reorganize the waiting area to accommodate social distancing.
6. Consider installing a protective layer in the reception area.
7. Clean air ducts and filters.



Back to Work Guidelines for Beauty Salons

Hand hygiene:

1. Wash hands for 30 seconds before/after eating and interacting with clients.
2. Use hand sanitizer.



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Back to Work Guidelines for Beauty Salons

Restrooms:

1. Clean and disinfect all surfaces (twice a day).
2. Remove any excess products.
3. Add hand sanitizer.
4. Place a trash can by the door.



Back to Work Guidelines for Beauty Salons

Laundry:

1. Wash towels and capes daily.
2. Store in a closed cabinet.



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Back to Work Guidelines for Beauty Salons

Personal Protection Equipment:

1. Products, such as gloves, are single use and must be changed after each client.
2. Wash hands with soap and water after removing gloves.
3. Masks must be worn by employees and clients.
4. Place trash can near doors.



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Back to Work Guidelines for Beauty Salons

Work Stations:

It is important to properly disinfect your work stations before and between client services.

1. Station Counters
2. Mirrors
3. Styling tools: brushes, combs, rolling carts, storage containers, chairs, etc.



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Thank You



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